

## ORDER



Orders	Order / Rev:	163511
	Alt Order #:	06273805
	Product Desc:	RESTORE OUR FUTURE
	Estimate:	1882
	Flight Dates:	08/14/12 - 08/20/12
	Original Date / Rev:	08/13/12 / 08/13/12
	Order Type:	GENERAL

WDJT-TV-LP

Primary AE:	<u>Matthew Norten</u>
Sales Office:	<u>HDC</u>
Sales Region:	<u>NAT</u>

<b>Agency</b>	<b>Name:</b>	<b>Mentzer Media Services</b>
	<b>Buying Contact:</b>	Elise Cloyd
	<b>Billing Contact:</b>	
		600 Fairmount Ave. #306
		Towson, MD 21286

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Issue/Restore Our Future
	Demographic:	A35+
	Product Codes:	PL Issue
	Priority:	POL
	Revenue Codes:	AGY, POL, ISS

New Business Thru: \_\_\_\_\_  
 Order Separation: 00:15:00  
 Advertiser External ID: \_\_\_\_\_  
 Agency External ID: \_\_\_\_\_

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/20/12	40	\$46,900.00	\$39,865.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	40	\$46,900.00	\$39,865.00	0.00
Totals	40	\$46,900.00	\$39,865.00	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norton			Start Of Order - End Of Order	100%

### Order Share

WDJT-TV-LP	30%	\$46,900.00
Market	100%	\$156,333.33

### Competitive Share

CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	27%	\$42,210.00
WITI	22%	\$34,393.33
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	21%	\$32,830.00
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	WDJT	08/14/12	08/17/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p -TWTF--	:30	4	\$500.00	P-1	0.00 NM	4	\$2,000.00
DR. PHIL													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-TWTF--		4		\$500.00		0.00			
E 2	WDJT	08/14/12	08/17/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p -TWTF--	:30	4	\$1,000.00	P-1	0.00 NM	4	\$4,000.00
JEOPARDY													

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 Product Desc: RESTORE OUR FUTURE  
 Estimate: 1882  
 WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WDJT	08/14/12	08/17/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p -TWTF--	:30	4	\$1,000.00	P-1	0.00	NM	4	\$4,000.00
JEOPARDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-TWTF--				4	\$1,000.00		0.00			
E 3	WDJT	08/14/12	08/17/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p -TWTF--	:30	6	\$1,000.00	P-1	0.00	NM	6	\$6,000.00
WHEEL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-TWTF--				6	\$1,000.00		0.00			
E 4	WDJT	08/14/12	08/17/12	CBS58 Nws 5p M-Sa/530M CBS58 Nws 5p M-Sa/530p Su	CM	5-530p/530-6p -T-TF--	:30	3	\$450.00	P-1	0.00	NM	3	\$1,350.00
5PM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-T-TF--				3	\$450.00		0.00			
E 5	WDJT	08/14/12	08/19/12	M - SU Late News M-Su 10p-1035p	CM	10p - 1035p -T-T-SS	:30	4	\$1,000.00	P-1	0.00	NM	4	\$4,000.00
10PM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-T-T-SS				4	\$1,000.00		0.00			
E 6	WDJT	08/14/12	08/14/12	Tu 7p - 8p NCIS	CM	Tu 7p - 8p -2-----	:30	2	\$2,400.00	P-1	0.00	NM	2	\$4,800.00
NCIS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-2-----				2	\$2,400.00		0.00			
E 7	WDJT	08/14/12	08/14/12	Tu 8p - 9p NCIS: Los Angeles	CM	Tu 8p - 9p -1-----	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
NCIS:LA														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-1-----				1	\$2,000.00		0.00			
E 8	WDJT	08/14/12	08/14/12	Tu 9p - 10p Mentalist	CM	Tu 9p - 10p -1-----	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
MENTALIST														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-1-----				1	\$2,000.00		0.00			
E 9	WDJT	08/15/12	08/15/12	Wed 8p - 9p Criminal Minds	CM	Wed 8p - 9p --1----	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
CRIMINAL MINDS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--1----				1	\$2,000.00		0.00			
E 10	WDJT	08/15/12	08/15/12	Wed 9p - 10p CSI: Crime Scene Investigation	CM	Wed 9p - 10p --1----	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
CSI														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--1----				1	\$2,000.00		0.00			
E 11	WDJT	08/16/12	08/16/12	Th 9p - 10p Person of Interest	CM	Th 9p - 10p ---1---	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
PERSON OF INTEREST														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	---1---				1	\$2,000.00		0.00			
E 12	WDJT	08/17/12	08/17/12	Fr 8p - 9p CSI: New York	CM	8p - 9p ----1--	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
CSI NY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	----1--				1	\$2,000.00		0.00			
E 13	WDJT	08/17/12	08/17/12	Fr 9p - 10p Blue Bloods	CM	9p - 10p ----2--	:30	2	\$2,000.00	P-1	0.00	NM	2	\$4,000.00
BLUE BLOODS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	----2--				2	\$2,000.00		0.00			
E 14	WDJT	08/18/12	08/18/12		CM	Sat 6-7p -----2-	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Sat 6p-7p Jep/Wheel Sat 6p-7p Jep/Wheel JEOP/WHEEL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 -----2- 2 \$400.00 0.00														
E 15	WDJT	08/19/12	08/19/12	Su 9p - 10p Mentalist	CM	9p-10p -----1	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
MENTALIST <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 -----1 1 \$2,000.00 0.00														
E 16	WDJT	08/20/12	08/20/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p 1-----	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
DR. PHIL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 1----- 1 \$500.00 0.00														
E 17	WDJT	08/20/12	08/20/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p 1-----	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
JEOPARDY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 1----- 1 \$1,000.00 0.00														
E 18	WDJT	08/20/12	08/20/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p 2-----	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
WHEEL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 2----- 2 \$1,000.00 0.00														
E 19	WDJT	08/20/12	08/20/12	CBS58 Nws 5p M-Sa/530M CBS58 Nws 5p M-Sa/530p Su	CM	5-530p/530-6p 1-----	:30	1	\$450.00	P-1	0.00	NM	1	\$450.00
5PM NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 1----- 1 \$450.00 0.00														
E 20	WDJT	08/20/12	08/20/12	Mo 9p - 10p Hawaii Five-O	CM	Mo 9p - 10p 1-----	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
HAWAII 5-0 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 1----- 1 \$2,000.00 0.00														
Totals													40	\$46,900.00